

We Submit This Morning a Few Culled Specialties

Of new and desirable goods, just to see what interest our women customers may take in getting nice, fresh, first quality goods at Less Prices Than It Cost to Make Them!!

A Dressy Outfit for the Horse Show.



(Second Floor.)

A great variety of styles and materials in Waists, Wraps, Suits and Dresses for the dressiest of all occasions. If you buy a Crawford garment, that in itself is a guarantee of up-to-date-ness.

The newest thing in a Coat—the Mistrade, like cut-of fine covert cloth, beautifully trimmed with velvet, handsome ball buttons—a regular \$25.00

Our Price.....\$17.50

Fine Cheviot Suits, in brown, blue and black; also Hannekurn Tweeds, in black, brown and green mixtures, velvet collar, patent leather belt and the new sleeve—the fashionable Skirt-Coat Suit—maker's cost, \$25.00—

Our Price.....\$18.50

The noblest Suit of the season—Zibeline, fancy braid on cape, front, belt and skirt; long tail, shoulder cape and sleeves piped with silk, fancy buttons—silk lined—maker's cost, \$30.00—Our Price.....\$27.50

Handsome Evening Dress, in pale blue, white, black and gray crepe de chine—silk trim—maker's cost, \$35.00—Our Price.....\$35.00 to \$57.50

White Evening Wraps, in broadcloth, zibeline and Eskimo cloth, beautifully trimmed with velvet, applique, braid, lace, etc., a truly elegant line, etc., etc.

Our Price.....\$125.00 and \$135.00

Silk Waists, in the new evening shades—

Silk Waists for \$5.00, \$6.50, \$8.00, \$9.50, \$11.00, \$12.50, \$14.00, \$15.50, \$17.00, \$18.50, \$20.00, \$21.50, \$23.00, \$24.50, \$26.00, \$27.50, \$29.00, \$30.50, \$32.00, \$33.50, \$35.00, \$36.50, \$38.00, \$39.50, \$41.00, \$42.50, \$44.00, \$45.50, \$47.00, \$48.50, \$50.00, \$51.50, \$53.00, \$54.50, \$56.00, \$57.50, \$59.00, \$60.50, \$62.00, \$63.50, \$65.00, \$66.50, \$68.00, \$69.50, \$71.00, \$72.50, \$74.00, \$75.50, \$77.00, \$78.50, \$80.00, \$81.50, \$83.00, \$84.50, \$86.00, \$87.50, \$89.00, \$90.50, \$92.00, \$93.50, \$95.00, \$96.50, \$98.00, \$99.50, \$100.00

ALTERATIONS FREE. FIT GUARANTEED.



Seasonable Attractions in High-Class Millinery.

On Friday, Oct. 30, we will have our first showing of Exquisite and Suitable Styles for St. Louis's great coming event.

"THE HORSE SHOW."

Our Miss Hennessy is in the East making choice and varied selections of all the newest and latest conceptions that Fashion prescribes—Correct and Smart Headwear for a Brilliant Horse Show. So we will be prepared with an unusually good display, gathered from the best-known designers and makers, comprising a variation from which the hardest-to-please woman will find no trouble in getting suited.

Our showing of Millinery is not only the largest in St. Louis, but the best as to variety and style. An exhibit that should surely be seen by every woman who wants to keep in touch with all that is latest and best.

We have dressy little Bonnets for the stylish matron, handsome Lace Hats, pretty flowered Toques, nobby Velvet Turbans.

Special prices that mean economy and satisfaction. For those who wear no hats we have the chic Hair Bows, the dainty horseshoe bands of scented violets, pompons of maline ribbon, ostrich and flowers. Aigrettes in soft, stub and paradise. Everything and anything, and at all prices suitable for the Horse Show.

La Vida Corsets

Are always up to the modes; the models are constantly being changed. As soon as the swaggar modistes evolve a creation in gowns, so soon does a La Vida model appear appropriate for wear with the new vogue. Some very beautiful models have just reached us. They are straight front with rather long hips, designed for the popular hip-tight skirts. We should like you to examine them; they are handmade and whaleboned. La Vidas are always full gored and bias cut, which is one of the many reasons for their great popularity. (Second Floor.)

Special demonstration by Mrs. Dean.

A SALE OF Beautiful Growing Rubber Plants.

(Fourth Floor.)

These plants are healthy and strong, and you can be assured of a beautiful plant that will last during the winter. We offer this rare lot at half price.

75c Growing Rubber Plants.....39c

\$1.00 Growing Rubber Plants.....49c

\$1.25 Growing Rubber Plants.....59c

25-Cent Dinner Served in Our Cafe.

FIFTH FLOOR.

Laces and Neckwear Dep't.

Special Sale of 25c Laces.

500 pieces mixed lot of Fine Laces, all kinds, widths, qualities and prices—greatly enlarged lot of Laces; have to see them in person—maker's cost prices, 25c to \$1.00—

yard—choice of lot, a yard.....25c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Also a lot of 250 pieces of mixed lot of Laces, Torchon, Medici, Valenciennes, Point de Paris, Chantilly, etc.,—maker's cost prices, 50c to \$1.00 a dozen—Our Price, a yard.....5c

Black Dress Goods.

Special bargains for this week's sale in Choice Reliable Black Goods, secured from several manufacturers at less than cost to make.

At 48c

44-inch All-Wool Black Tweed—

44-inch All-Wool Heavy Cheviot—

44-inch All-Wool Housecoat—

44-inch All-Wool Granite Cloth—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

44-inch All-Wool Fine Whipcord—

SILKS.

Opportunity comes to us all. Be wise and take advantage of this opportunity to buy desirable Silks at less than the maker's price.

19-inch Black Guaranteed Taffeta, a splendid heavy rustling Silk,

with a warrant woven on every yard—maker's

price, 60c—Our Price.....59c

Yama Mai, an All-Silk Taffeta, made especially for linings and

drops—these come in all shades and are sold ex-

clusively at "Crawford's"—maker's price, 40c—Our Price.....39c

Pau de Cygne, one of the most soft Silks made—nothing more

elegant for evening wear—maker's price, \$7.50—

Our Price.....75c

27-inch Silk-Waist Silk, in the new rainbow effect on changeable

grounds—entirely new—maker's price, \$1.35—

Our Price.....89c

Black Peau de Soie—This lot is one of the best pure-silk, double-

warp and double-faced soft, heavy silks we ever sold—

maker's price, \$1.60—Our Price.....\$1.25

Blankets and Comforts.

(Second Floor.)

Cold wave coming in our Bedding Department, where we have a complete assortment of the best bedding of all kinds. This week we have a lot of Blankets and Comforts that were recently purchased under price—just been opened up and will be on sale, commencing tomorrow, as follows:

10-4 Tan and Gray Blankets—maker's cost, 95c—

Our Price.....56c

11-4 Silver Gray Wool-Mixed Blankets—maker's cost, \$1.69

\$2.50—Our Price.....\$1.69

10-4 All-Wool Blankets—maker's cost, \$4.50—

Our Price.....\$3.25

11-4 White or Natural Sanitary Gray Blankets, pure wool,

steam shrunk—maker's price, \$7.50—Our Price.....\$5.48

Full size Bed Comforts, made from good oiled flannel and white

cotton filled; also fancy quilted—maker's

price, \$1.75—Our Price.....\$1.19

Extra large Comforts, with best figured silkoline covering, hand-

knotted; very fluffy, light weight—maker's price \$2.25—

Our Price.....\$1.69

Shoe Department.

Spot Cash Shoe Buying From the Best Shoe Factories. Broken Lots, Countermanded Lots, Sample Lots. "We Gather Them In."

Ladies' Patent Kid and Calf Lace Shoes, finest turns and extension soles, manufacturer's price \$3.50;

our price.....\$2.48

Ladies' Patent Leather, vici kid and box calf,

manufacturer's price \$3.00; our price.....\$1.98

Ladies' Vici Kid, extended soles, military heels,

manufacturer's price \$2.50; our price.....\$1.48

Misses' and Children's Shoes in box calf, solid wear re-

sisters, sizes 12 to 2, manufacturer's price \$1.60; our price.....98c

Misses' and Children's Shoes in vici kid, solid leather,

sizes 9 to 2, manufacturer's price \$1.25; our price.....85c

(3d Floor.) Carpets and Rugs.

9x12-foot Reversible Wool Smyrna Rugs in rich Oriental Colorings—maker's cost, \$22.50—

Our Price.....\$19.50

Axminster Rugs—Finest quality, size 36x72 inches—in floral effects and copies of high-grade Turkish Rugs—

maker's cost \$4.50—Our Price.....\$3.98

Brussels Carpets—With or without borders—50 beau-

tiful patterns to choose from—maker's

cost 75c—Our Price.....69c

Velvet Carpets—The cream of this season's fine Wilton

Velvet Carpets—every design a gem—they come in

room, hall and stair patterns—with or without bor-

ders—maker's cost 92½c a yard—

Our Price.....85c

(3d Floor.) Furniture.

Rockers—Large-sized Rockers with arms, in oak or mahogany finish—maker's cost \$2.00—

Our Price.....\$1.75

Iron Beds—In olive or white enamel—Malleable Iron

Beds, 4, 6x3, 6 size—maker's cost \$3.00

—Our Price.....\$2.68

Dressers—Solid Oak Dressers with large beveled edge

French plate mirrors—maker's

cost \$11.50—Our Price.....\$10.00

Mattresses—One carload of Cotton-Top Mattresses in

best ticks. These mattresses come packed in a car

and some of the ticks are slightly soiled—the

maker's cost was \$2.25—

Our Price.....\$1.98

Stoves and Ranges

(Fourth Floor.)

Ranges Sold on Easy Payment of 10c a Day.

Extra Special for One Day Only—

18 Wrought Steel Plate Ranges, 6-hole, upper warming closet, patent removable oven bottom, balanced oven doors, double steel plate bodies, combination grates, sectional iron linings, patent turn closet doors—maker's cost \$35.00—Our Price.....\$19.95

27 Wood Heaters—will keep fire all night—

maker's cost \$2.00—Our Price.....\$1.19

37 Oil Heaters—wrought iron stand, heavy oil pot and a

colorado heater—maker's cost \$10.00—Our Price.....\$2.98

28 Hot Coal Heaters—nicely nickel plated and a good

heater—maker's cost \$5.00—Our Price.....\$4.95

Stoves and Ranges, 10 Cents a Day.

START DIFFERENT; ATTAIN SAME END.

Winchell a Product of the West—
Elliott of the East—Gain
the Same Goal.

BOTH LIVED IN ST. LOUIS.

One a Graduate of Harvard the
Other Acquires Intimate
Knowledge of Classics in
His Few Leisure Hours.

In the railway world the names of B. L. Winchell and Howard Elliott have become synonymous for brilliant success. In the broad sense the careers of these men exemplify that hard, concentrated work, unswerving obedience to duty, attention to the smallest details, and loyalty pay, and pay well. While it is well understood that Mr. Winchell and Mr. Elliott have a wonderful aptitude for the intricacies of railway affairs, it is also recognized that only by the hardest kind of work have they been able to score so well in such a short time. From general utility boy in the railroad shops to the most unique and one of the most responsible railway positions in the United States, in thirty years is Mr. Winchell's record.

From roadman in an engineering corps

HOWARD ELLIOTT,
President of the Northern Pacific Railroad.

While the careers of both men prove that it does not matter in what department of a railroad a man starts, if he has the stuff in him, he will succeed, it is regarded as but little short of wonderful that neither man entered railway service in the freight-traffic department, from which most of the successful men have climbed up.

OUTLINES OF CAREER
OF HOWARD ELLIOTT.
Born in New York City in 1869.
Graduated from Harvard College.
Began work as roadman at 19.
President of the Northern Pacific
at 41.

Winchell, for many years, was in the passenger department, while Elliott made his debut in the accounting department, soon afterwards getting into the freight department.

Up to May, 1896, Winchell was regarded as a passenger man, with but little knowledge of the other departments. But B. F. Yoakum, knowing Mr. Winchell's ability, made him general passenger agent of the Frisco.

A few months later the railway world was surprised to hear of his being elected vice president of the Colorado, Rio Grande, and Santa Fe system, a position of great importance, and many wondered how he had attained it. The answer was that he had been elected to